

SAFETY COUNTERMEASURES

Spring 1997

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Safety Countermeasures is a quarterly update of the program activities of the National Highway Traffic Safety Administration, Safety Countermeasures Division.



U.S. Department of Transportation
National Highway
Traffic Safety
Administration



MISSION STATEMENT

The National Highway Traffic Safety Administration's (NHTSA) mission is to save lives, prevent injuries, and reduce traffic-related healthcare and other economic costs.

The goal of NHTSA's Safety Countermeasures Division is to develop and implement public information and education programs for pedestrian, bicycle, school bus, and motorcycle issues.

Customer Meetings

In June, the Safety Countermeasures Division will host a series of four *customer* meetings—one for each countermeasure program. The purpose of these meetings is to gather information from professionals in the fields of pedestrian, bicycle, school bus, and motorcycle safety to determine whether our programmatic efforts are meeting the needs of our constituency, what is good about our programs, what needs improvement, how good a job we are doing programmatically and where improvements need to be made, and whether there are issues that are not currently being addressed but should be.

These meetings will also provide feedback and suggestions on collaborative approaches and partnerships for achieving reductions in injuries related to pedestrian, bicycle, school bus, and motorcycle crashes. This information will be used by the Division for developing FY 98 and FY 99 budget initiatives, as well as a strategic plan for each of the countermeasure areas. Staffs are working on issues to be addressed, as well as lists of potential invitees to the meetings.

Military Meeting

In June 1997, the Safety Countermeasures Division is hosting an informational meeting for Military Safety Personnel from the U.S. Airforce, Army, Coast Guard, Marines and Navy. The meeting's primary objective is to provide the military with the tools and resources needed to implement traffic safety programs on military installations worldwide. This meeting is an outgrowth of NHTSA ongoing Partnership with the Motorcycle Safety Programs Officers from these military branches.

AASHTO Strategic Planning Committees

NHTSA staff participated in two strategic planning activities with the American Association of State Highway and Traffic Officials (AASHTO). The strategic plan outlines areas in which AASHTO will focus efforts and resources heading into the next century. Pedestrian, bicycle, motorcycle, and rail grade crossing activities were included as part of the preliminary plan.



Ad Hoc Committee on the Prevention of Traumatic Brain Injuries Meeting Held

The Ad Hoc Committee on the Prevention of Traumatic Brain Injuries, an interagency working group consisting of representatives from the National Center for Injury Prevention and Control, Consumer Product Safety Commission, Maternal and Child Health Bureau, Safe Kids and others committed to bicycle safety, was created about four years ago as a project of the National Injury Prevention and Control Advisory Committee. The purpose of the Committee was to identify what was going on in bicycle helmet safety across federal agencies and establish a mechanism to avoid duplication of effort. Having achieved its original charge, the Committee is now in the process of reexamining its mission and outreach strategies and met in Washington, D.C. on January 28 to discuss options. Recommendations for future directions were presented to the National Injury Prevention and Control Advisory Committee in March 1997.

Partnership for a Walkable America Meetings

NHTSA and FHWA hosted a meeting for members of the *Partnership for a Walkable America* on February 21 in Washington, D.C. Jerry Scannell, President of the National Safety Council, presided over the meeting. Discussion centered on the development of high visibility events and tools to promote the goals of the Partnership.

The Partnership is an alliance of national organizations, government agencies, businesses, and individuals that has recently joined together to promote the changes needed to make America a better place for walking. The Partnership's goal is to assist society in reaping the associated benefits of personal and environmental health, security and community through walking. The City of Chicago hosted the April meeting of the Partnership which focused on developing a *walkability checklist* for children and adults to use to identify potential hazards to walking in their communities. The checklist will be distributed nationally as part of the *Partnership for a Walkable America's* media kickoff scheduled for Fall 1997, and as part of a *Walk Your Child to School* effort scheduled for Fall 1997. NHTSA staff worked with representatives

from *Walking Magazine*, the National Safety Council, FHWA and the Campaign to Make America Walkable. Another meeting is scheduled for June 2 in Washington, D.C.

Federal Partnerships

The Safety Countermeasures Division works in partnership with Federal agencies such as the:

- ◆ Federal Highway Administration,
- ◆ Centers for Disease Control and Prevention,
- ◆ Head Start,
- ◆ Maternal and Child Health Bureau,
- ◆ Consumer Product Safety Commission,
- ◆ Federal Transit Authority and, the
- ◆ Federal Railroad Administration.

State Partnerships

NHTSA continues to work closely with the Governor's Highway Safety Offices, State Pedestrian and Bicycle Coordinators, State Motorcycle Safety Administrators and State Pupil Transportation Directors. Over the next year we plan to expand our initiatives to provide information to others within the State Health Departments and the State and Territorial Injury Prevention Directors.

National Organizations

NHTSA's Safety Countermeasures Division has worked with many national organizations. These organizations include the following:

- ◆ American Motorcyclists Association,
- ◆ Motorcycle Riders Foundation,
- ◆ Motorcycle Safety Foundation,
- ◆ State Motorcycle Safety Administrators,
- ◆ National Association of Governor's Highway Safety Representatives,
- ◆ National Association of State Pupil Transportation Directors,
- ◆ National School Bus Transportation Association,
- ◆ Brain Injury Association,
- ◆ The Bicycle Federation of America,
- ◆ The League of American Bicyclists and others.

We will continue to keep these organizations informed of our activities, at the same time reaching out to new partners on key national issues.



NHTSA Produces Its First Pedestrian Safety Video *Novela* for Hispanic Audiences

In an effort to reach senior Hispanic audiences, information from the popular *Walking Through the Years* pedestrian safety program has been adapted into the widely recognized Spanish *novela* format. This 30-minute video novela called, *La Cita*, features real characters enmeshed in a story line that reflects the lives of average Hispanic seniors, and is peppered with touches of humor and drama. The issue of pedestrian safety is the focus of the narrative, either as the central concern of one or more of the central characters, or as a recurring theme where characters are placed in situations where they must make safety-related decisions. NHTSA has also adapted the written components of this pedestrian safety plan into a program designed for use by Hispanic audiences. The *Caminando a Través de los Años -Seguridad Para Peatones de Tercera Edad (65+)* (*Walking Through the Years—Pedestrian Safety for the Older (65+) Adult*) program, which supplements the video novella, includes a brochure, background report, and a presenter's guide and accom-

panying slides. These materials examine the specific traffic safety risks faced by older pedestrians, and provides easy-to-follow countermeasures to address them. Materials should be available for distribution in late June 1997.

Pedestrian Safety Road Show

NHTSA and the Federal Highway Administration (FHWA) are offering communities a way to mobilize support for pedestrian concerns and programs. *The Pedestrian Safety Road Show* is a four-hour seminar for community officials, concerned citizens, law enforcement personnel, and local business leaders who are committed to developing approaches for identifying and solving pedestrian problems in the community. The Road Show presentation is delivered by a nationally-recognized pedestrian safety expert who works with the participants to highlight the specific problems that their community faces, identify the resources that are available, and recommend a framework for getting started. The primary objective of the seminar is to encourage the participants to commit to creating a more walkable environment for pedestrians. NHTSA will provide the instructor and materials for 10 seminars, one per Region

and the sponsoring organization will be responsible for providing the facility and inviting the participants. The sites selected for the NHTSA-sponsored Pedestrian Road Shows are : Brunswick, ME; Manhattan, NY; Dover, DE; Atlanta, GA; Stoughton, WI; Gallop, NM; St. Louis, MO; Boulder, CO; San Jose, CA; and Anchorage, AK. Work is now underway to schedule each Road Show. The Pedestrian Safety Road Show can be customized to meet each community's special needs.

The Walk Smart Baltimore Program Encourages Pedestrian Safety

Almost half of the pedestrians involved in motor vehicle-related crashes have been drinking—most to extremely high levels! To combat this problem, the *Walk Smart Baltimore* pedestrian awareness program was designed.

This program takes a multi-dimensional approach in addressing the impaired pedestrian problem. It not only focuses on providing countermeasures for its target audience of pedestrians, it also offers motorists *travel tips* to raise their awareness about impaired pedestrians and places where impaired pedestrian crashes are likely to occur.

Walk Smart Baltimore initiatives also include:

- ◆ sponsoring special law enforcement training;
- ◆ presenting emergency medical service demonstrations;
- ◆ providing information to licensed alcohol establishments; and
- ◆ mounting special warning signs for motorists who were traveling in *high-risk* areas.

Representatives from the Baltimore City Department of Public Works, the Baltimore Police and Fire Departments, and Liquor Board joined personnel from NHTSA/TSP and others to create and implement the *Walk Smart Baltimore* program.

TSP's Office of Research and Traffic Records is collecting data to evaluate the effectiveness of the program in reducing alcohol-related pedestrian crashes. Data collection will conclude in December 1997. Results should be available in early 1998. Contact Marvin Levy at 202-366-5597 for additional information.



Secretarial Pedestrian-Bicycle Initiative

The *Secretarial Initiative for Pedestrian and Bicycle Safety* is a coordinated departmental approach to promote walking and bicycling as safe, efficient and healthy ways to travel. By the year 2000, the Initiative aims to (1) reduce by 10% the number of pedestrian and bicycle-related injuries and fatalities and (2) double the national percentage (from 7.9% to 15.8%) of transportation trips made by bicycling and walking.

The Initiative involves three major components:

- ◆ increasing public awareness of the safety problem and the advantages of walking and bicycling;
- ◆ developing a *tool kit* of resources to help communities achieve their specific enforcement, outreach, education, and engineering needs;
- ◆ the *Partnership for A Walkable America*.

Pedestrian Safety Tool Kit

The *Pedestrian Safety Tool Kit* will include information about existing enforcement, engineering, and education programs, as well as outreach and technical assistance strategies. It will also offer actual resource *tools* that states and communities can use to achieve their pedestrian safety goals. *Tools* will include a video tape with a compilation of pedestrian safety videos, an interactive CD-Rom containing a variety of pedestrian safety resources and other instructional and informational products. The *Tool Kit* will be available Fall 1997.

**NHTSA's
World Wide Web
Home Page**

***NHTSA programs
can be found
on the Internet
under:***

***[http://
www.nhtsa.dot.gov](http://www.nhtsa.dot.gov)***

Partnership for a Walkable America

The *Partnership for a Walkable America* is a public-private coalition formed to promote the changes needed to make America more walkable. Partners include the Department of Transportation, Centers for Disease Control and Prevention, National Safety Council, American Automobile Association, International Association of Chiefs of Police, SAFE KIDS, National Association of EMS Directors and others. The goals are to:

- ◆ make walking safer in America by reducing motor vehicle-related pedestrian deaths and injuries;
- ◆ increasing awareness of the need for safe and accessible places to walk; and,
- ◆ promoting the health benefits of walking.

NHTSA supports the *Partnership* and is working to develop a *Walkability Checklist* for parents and children to use on the way to school, walking through the neighborhood, etc. Other marketing materials are currently being developed for distribution to potential *Partnership* members.

Workshop with Railroad Industry Leaders and U.S. DOT to Establish Guidelines for Rails-with-Trails

On February 19, 1997, NHTSA staff along with the Federal Railroad Administration (FRA), Federal Transit Administration (FTA) and Federal Highway Administration (FHWA) met with Railroad Executives, Transportation Planning Professionals and the Rails-to-Trails Vice President. Nationwide there are 50 operating bicycle/multi-use trails that run adjacent to active railroads. The purpose of the workshop was to establish communication among all interested parties; discuss safety issues; and discuss possible guidelines for preventing trespassing by pedestrians and bicyclists onto railroad property and promoting safety for users of Rails-with-Trails. A subgroup of DOT agencies will be formed to develop a set of best practices for Rails-with-Trails.



Bicycle Helmet Safety Event

In January, NHTSA staff participated in an effective bicycle safety program in New Orleans, LA. More than 300 third, fourth and fifth grade students from the New Orleans area participated in the *Ride Like A Pro* bicycle safety event as part of Super Bowl XXXI activities. The event emphasized the importance of always wearing a bicycle helmet and provided the children with an opportunity to practice safe riding skills. All children were properly fitted with bicycle safety helmets. The *Ride Like a Pro* event was conducted in conjunction with the NFL, Riddell, Inc., the Louisiana Highway Safety Office, Louisiana Safe Kids Coalition and other local groups involved with bicycle safety.

Ride Like A Pro Takes a Swing with Major League Baseball

On April 23, the Texas Rangers General Manager hosted a *Ride Like A Pro* bicycle helmet safety event in Arlington, Texas. *Ride Like A Pro* is a bicycle safety program dedicated to educating children about the dangers of not wearing a bicycle helmet and gives children the opportunity to practice safe riding skills. The premise is to raise public awareness and teach children the importance of wearing a

bicycle helmet along with safe riding practices. NHTSA is accomplishing this by using home team sports heroes to give children pep-talks on how they can prevent head injuries by using the proper equipment. This event involved many community volunteers and safety advocates committed to reinforcing this education message. The Deputy Superintendent of the Arlington Independent School District, the Arlington Police, Fire and EMS Departments, National SAFE KIDS Coalition, and State Farm were on hand to provide technical assistants to the Rangers and were integral to a successful outcome.

Development of a How To Ride Like A Pro Kit for Local Officials

In response to the success of *Ride Like A Pro* a kit, including a training manual is being developed so that this program can be replicated at the local level. The manual will provide state and local traffic safety partners with the tools necessary to administer the program. Working under the idea that it takes a whole village to raise a child; NHTSA is developing a kit that will include a video presentation, and companion *How To* manual. These materials would emphasize that virtually any community in the U.S. can successfully

apply the *Ride Like A Pro* model to bring important and potentially life-saving bicycle safety lessons to children.

DOT Joins the Boys and Girls of Summer and Goes to the All Star Game

Fans attending the All Star Game in Cleveland, Ohio on July 8, 1997, at Jacobs Field will receive both TEAM (Techniques for Effective Alcohol Management) information about the responsible use of alcohol and information about bicycle safety. Pre-game activities on July 7, include a *Ride Like A Pro* bicycle safety event promoting injury prevention and the importance of wearing a bicycle helmet.

May is Bike Month and National Bicycle Safety Week Begins May 18

NHTSA is preparing a press release to call attention to activities during National Bike Month for the public to learn more about bicycle safety and sharing the road. NHTSA's message is:

National Bike Month . . . a time for motorists, bicyclists, and pedestrians to share the highways safely.

- ◆ Always wear a helmet, ride on the right side of

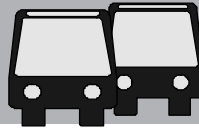
the road WITH traffic, use appropriate hand signals, and obey all traffic laws.

- ◆ Make sure drivers can see you . . . wear reflective gear, and make sure your bike is in good mechanical condition.

NHTSA wants the public to enjoy the approaching summer cycling season knowing heads up information that will help avoid a preventable tragedy.

TOYS "R" US Supports National Bike Month

Recently, the Safety Countermeasures Division staff was contacted by a regional Toys "R" Us store director in need of technical assistance to promote bicycle safety awareness. Plans are underway to hold a store event(s) during the month of May using NHTSA materials and support from the Maryland Department of Transportation (MDDOT). This store does high volume bicycle and bike accessories business. They are willing to promote this event heavily with their customers. The Division is planning to explore additional programs in this arena.



Brain Injury Association (BIA) Contract Completion

NHTSA staff met with BIA for final approval of four new public information and education pieces to promote bicycle helmet use among teens. This is part of an ongoing *Be Head Smart* campaign targeting teen audiences. The products include a 30-second PSA in English, a 30-second PSA in Spanish, a 3-minute promotional Video and a bookmark.

BIA will heavily market the two PSAs in the United States with concentration of the Spanish PSA in Puerto Rico. Products should be ready for distribution in late June 1997.

Illegal Passing of School Buses Loading or Unloading Students

Recent studies in both Florida and Illinois have shown alarming high rates of illegal passing of school buses stopped to load or unload students.

Florida's research found about 10,000 incidents of illegal passing in a single day throughout the state. Illinois research found very similar numbers of illegal passing incidents. Both states are beginning to implement programs to reduce these dangerous situations.

In one Illinois county, video cameras will be mounted in a few buses to film the license plate of all vehicles that illegally pass a school bus. Tickets will be issued via mail from the local police agency and the film will be used in court to verify the violation.

Unlike Illinois, in Florida traffic tickets cannot be issued by anyone but the police officer witnessing the violation. So to combat the problem, a toll-free phone number is being established to accept reports of violations and the license plate number of the vehicle involved. Letters will be sent to all reported violators to inform them they were seen violating the law and remind them of the danger of their action and the penalties associated with

the violation. There will be a public information and education campaign occurring at the same time.

Snagging of Clothing and Bookbags on School Bus Handrails

NHTSA is still actively investigating, and when warranted, recalling school buses with handrails that could catch students clothing or book bags and cause them injury. The agency has released flyers alerting teachers, parents, and school bus drivers of the potential for harm. In addition NHTSA has distributed video tapes illustrating how to test school bus handrails to see if they are dangerous. NHTSA just released the brochure *This Could Save Your Child's Life*, a School Bus Handrail Handbook:

- ◆ defines the handrail snagging problem,
- ◆ discusses the role of school bus drivers, school administrators, students and parents in stopping handrail snagging and
- ◆ explains why and how to conduct a handrail inspection.

The publication is available from the NHTSA 202-366-1739 and NHTSA's web page, <http://www.nhtsa.dot.gov>.

NTSB Releases Final Report on Fox River Grove Crash Investigation

The National Transportation Safety Board (NTSB) has released the final report of the agency's investigation of the school bus/train collision that occurred in Fox River Grove, Illinois. From its investigation, the NTSB identified the following six safety issues:

- ◆ the appropriateness of the bus driver's performance;
- ◆ the adequacy of the school district bus routing and bus driver monitoring and evaluation procedures;
- ◆ the road design;
- ◆ the railroad/highway signal interaction;
- ◆ the coordination and communication between the Illinois Department of Transportation and the Union Pacific Railroad Company and their oversight of the signal system integration; and
- ◆ the injury and survival factors in the school bus.

The report containing the complete findings and recommendation can be obtained from NTSB, Public Inquires Section, RE-51, 490 L'Enfant Plaza East, S.W., Washington, D.C., 20594, 202-314-6551.



Safe and Efficient School Bus Routing and Hazard Marking Systems

NHTSA in association with The National Association of State Directors of Pupil Transportation Services is beginning a project to identify and evaluate school bus routing and hazard marking programs currently being used. The programs will be evaluated for their effectiveness in keeping bus occupants safe and their efficiency in planning transportation routes. With the help of a panel of pupil transportation experts and practitioners, it will be determined if any of the existing programs offer the level of quality they believe is needed to assist schools in their efforts to create safe and efficient school bus routes.

In-Service Training

NHTSA recently awarded a contract to PerformTech Inc. of Alexandria, Virginia to develop a one day in-service training program for school bus operators.

The program will highlight important school bus safety topics such as handrail snagging, identifying and recording route hazards, crossing highway rail-grade crossings, and vehicles illegally passing stopped school buses, etc. The program will be divided into

short topic-specific modules allowing pupil transportation managers to adapt the curriculum to their fiscal and time constraints. The materials will be available for 1998-99 school year.

Non-Complying Vehicles Being Used to Transport Students

School systems using vehicles (usually 15 passenger vans) that do not comply with Federal Motor Vehicle Safety Standards applicable to school busses is a continuing problem. The Agency has received numerous phone calls from across the country about this problem. It is against the law for an automobile dealership to sell or lease a new vehicle, to be used to transport students to and from school or school related events, that does not comply with all school bus safety standards. Anyone can report such a dealership, to do so they need to provide the VIN number and a photograph of the vehicle that shows the dealership name to either Diane Wigle, TSP 202-366-4301 or James Jones, NSA 202-366-5294.

Learn how to identify poorly designed school bus rails.

Read

This Could Save Your Child's Life

on NHTA's Web Page:

<http://www.nhtsa.dot.gov>

or

call for a brochure at

202-366-1739

Research and Development

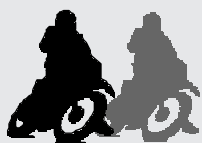
MACRO International will be conducting a national telephone survey next Spring for NHTSA concerning bicyclist and pedestrian issues. The survey will be administered to approximately 4,000 persons ages 16 and older, and will collect a variety of safety and other information for application by persons engaged in program activities.

During March, NHTSA and MACRO began work to develop the questionnaire by convening a workshop that brought together persons from the public and private sectors engaged in pedestrian and/or bicyclist issues. The workshop participants offered their suggestions of what should be covered in the questionnaire, and how to approach certain topics. The public will have additional opportunity to comment when a notice is published in the *Federal Register* later this year. The survey is scheduled to be administered during Spring 1998.

For more information, contact Alan Block, Office of Research and Traffic Records, 202-366-6401.



Motorcycle Safety



Campaign To License America Radio Public Service Announcements

The final installments of the materials for the *Campaign to License America* have been released. A series of six radio public service announcements (PSA) of various lengths was distributed to more than 1,300 small to medium radio markets playing a variety of music. Information copies were sent to NHTSA regional offices, each state's highway safety office and to each state's motorcycle safety program administrator. These PSAs are the final component of the multimedia campaign that includes video and print materials.

Impaired Riding Demonstration Grants

The impaired riding demonstration grants awarded in 1995 will conclude in October of this year. These grants were awarded competitively to New Jersey, Ohio, and South Carolina in order to impact the problem of impaired motorcycle riding.

The grants are based upon using law enforcement, media, and public information, in various ways, to inform not only the motorcyclist but also other

motor vehicle operators of the dangers of riding while impaired. The programs will be evaluated and the results will be made available to interested parties.

Motorcycle Licensing Demonstration Grant

Minnesota, working with the state motorcycle safety administrator, has developed a program to extend motorcycle licensing testing hours to include after hours testing in order to encourage more motorcycle operators to obtain a proper motorcycle license. In addition to extending the testing hours, a heavy media blitz complemented the extended testing and increased awareness of the need to be properly licensed. Minnesota has been tasked to implement a *how-to* manual so that other states may implement similar riding while impaired. The programs will be evaluated and the results will be made available to interested parties.

Motorcycle Program Assessment

Indiana will conduct an assessment of its motorcycle safety program this July. The assessment is similar to other NHTSA assessments with one noticeable difference. The National Association of State Motorcycle Safety Admini-

strators (SMSA) will conduct the assessment. SMSA developed the assessment tool under a grant with NHTSA and has conducted three assessments to date (Ohio, Delaware and Oklahoma). Other states are considering or planning assessment for FY98. Contact SMSA at 614-785-9242 for any assessment questions or to arrange a motorcycle program assessment.

A special edition of *The Leading Edge*

The National Association of State Motorcycle Safety Administrators (SMSA) produced a special edition of their newsletter, *The Leading Edge*, which is dedicated to the subject of impaired motorcycle riding. This issue will introduce NHTSA's new impaired riding campaign materials to the motorcycling community.

In addition, organizations such as the Motorcycle Safety Foundation, the American Motorcyclists Association and SMSA contributed articles supporting efforts to eliminate impaired motorcycle riding. This special edition newsletter was distributed in April to the SMSA and their conference attendees, NHTSA Regional Offices, Motorcycle Safety Foundation (MSF) Chief Instructors, and Governor's Highway Safety Representatives. This newsletter is

available through the NHTSA 202-366-1739.

Motorcycle Helmet Law Status



On March 12, 1997, Arkansas became the first state since 1989 to weaken or repeal a mandatory

motorcycle helmet use law for all riders. The new helmet law will become effective July 31, 1997 that now requires those riders under the age of 21 to wear a motorcycle helmet.

As of April 4, 1997, 21 of the 25 states with mandatory helmet use laws for all riders have introduced legislation to repeal or weaken the law.

These states are: Arkansas, California, District of Columbia, Florida, Georgia, Louisiana, Maryland, Massachusetts, Michigan, Mississippi, Missouri, New Jersey, New York, Nevada, North Carolina, Oregon, Pennsylvania, Tennessee, Texas, Washington and West Virginia.

Georgia, Maryland, Mississippi and North Carolina have defeated repeal efforts.

Impaired Riding Campaign Materials

Based upon the results of focus group testing, NHTSA has developed and will soon release a set of print materials to address the impaired riding problem.

These materials include two brochures, three posters, an envelope stuffer, a campaign logo, and a folder. The theme of these materials is based upon the concept of motorcyclists accepting responsibility for their actions, and the understanding that these actions affect more than the individual. The brochure, *Straight Down the Road*, targets older motorcyclists, ages twenty-five years and older, while *Because You're Not a Kid Anymore* targets the 21-25 year old age group.

These materials have been sent to print and should be delivered by May 1997. The Office of Communication and Outreach has prepared and distributed a Product Alert. This material is available on NHTSA's homepage.

Patterns for Life Child Transportation Safety

The *Patterns for Life* program is designed to provide local communities with the necessary resources to form lasting partnerships dedicated to reducing the number of children killed or seriously injured each year in traffic crashes. These resources include:

- ◆ developing a network of qualified child passenger safety trainers,
- ◆ increasing opportunities for pedestrian and bicycle safety education as part of an expanded child passenger safety initiative,
- ◆ expanding training opportunities for a variety of organizations, removing of outdated materials, and
- ◆ developing of new and improved training materials and publications.

In addition, the *Patterns for Life* program will also enhance the efforts of national organizations in support of the objectives of the National Automotive Occupant Protection Campaign, the airbag initiative.

The goals of the *Patterns for Life* program are:

- ◆ to increase in the public's awareness of the importance of child passenger, pedestrian and bicycle safety through community partnerships;
- ◆ to increase in the correct use of child restraints, safety belts and bicycle helmets;
- ◆ to enact effective child transportation safety laws and support vigorous enforcement of child transportation safety legislation; and,
- ◆ to increase in the public's awareness of airbags and their relationship to vehicle passengers, specifically children.



The Safety Countermeasures Division programs will be integrated into the *Patterns for Life* initiative. The following FY 97 projects are under discussion:

- ◆ Three inserts to *Safe Rides News* to cover bicycle safety (around May) pedestrian/school bus safety (beginning of school), and a third insert to-be-determined.

- ◆ Development of a *How to Guide* to enable local communities to work with sports franchises to conduct the *Ride Like a Pro* Bicycle Safety Event. The *How to* guide will provide communities/organizations with guidance on how to raise awareness about bicycle safety and get the most out of the event.
- ◆ Creation of a number of *Tipsheets* on bicycle, pedestrian and school bus safety.
- ◆ Inclusion of pedestrian and bicycle issues in the *Child Transportation Resource Manual*.
- ◆ Creation of two LETN videos, approximately 8 to 10 minutes in length. One will cover pedestrian safety and the other bicycle safety.
- ◆ Development of training modules for inclusion in *Operation Kids* and *Buckle Up Kids* curricula.

For additional information on *Patterns for Life*, contact Carole Guzzetta at the National Safety Belt Coalition, 202-296-6263 or Donna Gilmore, 202-366-9836.



Safe Communities

The *Safe Communities* program offers communities a new way to control traffic injuries. The approach recognizes that traffic-related deaths and injuries are primarily a local community problem and that effective preventive efforts must be local in nature.

Safe Communities have four defining characteristics:

- ◆ use of multiple sources of data -injury and cost data are critical to problem identification in your community;
- ◆ expanded partnerships-include traditional traffic safety partners and expand to new partners such as business and health/medical;
- ◆ citizen involvement -citizens are involved in identifying priority problems and solutions; and,
- ◆ comprehensive injury control approach-your program incorporates prevention, acute care, and rehabilitative partners and resources to accomplish the goals set out by your community.

For more information about the *Safe Communities* program, please contact your State Highway Safety Office.

Campaign Safe & Sober

Campaign Safe & Sober is a national traffic safety campaign to unite national, state, and local efforts to reduce alcohol-related crashes and increase safety belt and child safety seat use.

Campaign Safe & Sober focuses on three program activities: public information and education, legislation, and enforcement.

What is unique about this campaign is that states and local communities are setting their own numerical goals and implementing their own programs within a quarterly action program framework. NHTSA will establish a national traffic safety agenda by providing materials with a different program emphasis each quarter.



Future quarterly planners will continue to give primary emphasis to the three major program areas (impaired driving, occupant protection, and speed), but will also promote other traffic safety programs that need attention.

The titles of the next six planners are as follows:

- ◆ Youth & Generation X, April-June 1997
- ◆ Public Safety: Community Partnership, July - September 1997
- ◆ 3D Prevention Month, October - December 1997
- ◆ Occupant Protection & Safe Driving, January - March 1998
- ◆ Youth & Generation X, April - June 1998
- ◆ Traffic Enforcement, July-September 1998

If you would like more information on the *Campaign Safe & Sober* please contact the National Highway Traffic Safety Administration, Division of Media and Marketing, 202-366-2711.

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1997 Events

<i>May</i>	National Bike Safety Month of May	National Bicycle Safety Week May 18-24	
<i>June</i>	Pedestrian/Bicycle Safety Forum June 7 Orlando, FL	Lifesavers June 8-11 Orlando, FL	
<i>August</i>	1997 Western Region Conference & Trade Show August 4-7 Reno, NV	National Association of State Motorcycle Safety Administrators Annual Conference August 16-17 Denver, CO	State Pedestrian/ Bicycle Coordinator's Meeting August 18-19 Snowmass, CO
	Pedestrian/Bicycle Accommodation Training National Highway Institute Training Conf. August 20-22 Snowmass, CO	Colorado Bike Summit Aug. 22-23 Snowmass, CO	
<i>September</i>	1997 National Pedestrian Conference: Campaign to Make America Walkable Sept 2-6 Washington, DC		